

Jim Giudicessi

From: Paula Maes [paulamaes@nmba.org]
Sent: Wednesday, October 03, 2012 12:13 PM
To: mroper@hearst.com; mburgess@kobtv.com; Bill Anderson; Jim Giudicessi; JLucas@kob.com; ddonahoo@hearst.com
Cc: Monica Armenta; jazzo@fhhlaw.com; Mary Ann Morton
Subject: APS Spot

I spoke with Frank Jazzo regarding the APS spot. The spot only ran on TV there was no radio. The spot was delivered on September 18th and you asked to pull the spot on Tuesday, October 2nd. The candidate, Walton is on the spot for 5.9 second. The opponent is Christine Argyres.

- You need to put in the political file the schedule you ran for the revised APS spot you received on September 18th.
- From the day you put the schedule in the public file, including this email, Ms. Argyres has 7 days to contact your station for equal time. Your station does not have to contact her, she needs to contact your station to ask for the equal time.
- Ms. Argyres is only entitled to 5.9 seconds of time. So if your station ran the spot 10 times she is entitled to :60 of time. She is NOT entitled to 10, 30 sec spots.
- Mr. Argyres is entitled to same time period in which you ran the APS spots. Most of you run them ROS.
- Ms. Argyres has to do her own production, as APS did their own production.

The only clarification would be that since this was not a paid spot on Judge Walton's behalf, any equal opportunities time provided to Christine Argyres would have to be free time. If Argyres has not made her equal opportunities request within seven days of putting information on the APS spots in your political file, then the stations would have no further obligation to her. The equal opportunities obligation would be for only the APS spots that ran in the seven days before Argyres makes an equal opportunities request.

Get to me if you have questions,



New Mexico Broadcaster Association
 2333 Wisconsin NE
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"I've learned that people will forget what you said. People will forget what you did, but people will never forget how you made them feel." Maya Angelou

Spot Manager: Placed, 09/18/12-10/07/12

Date	Ad-ID	Order	Rate	Length	Time Period	Day	Sec	Descn	Alt	Est	Ad-ID	Comments	AE	Rev	Br	Inc	
Channel: KROE																	
09/18/12	New Mexico Broadcast	123150	4	\$0.00	:30 (6:00:00 AM-12:00:00 AM)	Off		On/Sign Off			8:29:25 AM	APSGRADUATI	01/24/12	4	kqhou	P6	CM
09/19/12	New Mexico Broadcast	123150	4	\$0.00	:30 (6:00:00 AM-12:00:00 AM)	Off		On/Sign Off			8:24:27 AM	THANKSAPS91	01/24/12	4	kqhou	P6	CM
09/21/12	New Mexico Broadcast	123150	4	\$0.00	:30 (6:00:00 AM-12:00:00 AM)	Off		On/Sign Off			6:28:46 AM	THANKSAPS91	01/24/12	4	kqhou	P6	CM
09/22/12	New Mexico Broadcast	123150	4	\$0.00	:30 (6:00:00 AM-12:00:00 AM)	Off		On/Sign Off			11:04:33 PM	THANKSAPS91	01/24/12	4	kqhou	P6	CM
09/24/12	New Mexico Broadcast	123150	4	\$0.00	:30 (6:00:00 AM-12:00:00 AM)	Off		On/Sign Off			10:25:37 PM	THANKSAPS91	01/24/12	4	kqhou	P6	CM
09/27/12	New Mexico Broadcast	123150	4	\$0.00	:30 (6:00:00 AM-12:00:00 AM)	Off		On/Sign Off			6:59:16 AM	THANKSAPS91	01/24/12	4	kqhou	P6	CM
09/28/12	New Mexico Broadcast	123150	4	\$0.00	:30 (6:00:00 AM-12:00:00 AM)	Off		On/Sign Off			1:25:39 PM	THANKSAPS91	01/24/12	4	kqhou	P6	CM
09/30/12	New Mexico Broadcast	123150	4	\$0.00	:30 (6:00:00 AM-12:00:00 AM)	Off		On/Sign Off			12:42:00 PM	THANKSAPS91	01/24/12	4	kqhou	P6	CM
10/05/12	New Mexico Broadcast	123150	4	\$0.00	:30 (6:00:00 AM-12:00:00 AM)	Off		On/Sign Off			9:00:24 PM		01/24/12	4	kqhou	P6	CM
10/06/12	New Mexico Broadcast	123150	4	\$0.00	:30 (6:00:00 AM-12:00:00 AM)	Off		On/Sign Off			6:19:57 AM		01/24/12	4	kqhou	P6	CM
10/07/12	New Mexico Broadcast	123150	4	\$0.00	:30 (6:00:00 AM-12:00:00 AM)	Off		On/Sign Off			8:39:08 AM		01/24/12	4	kqhou	P6	CM
10/07/12	New Mexico Broadcast	123150	4	\$0.00	:30 (6:00:00 AM-12:00:00 AM)	Off		On/Sign Off			6:57:25 AM		01/24/12	4	kqhou	P6	CM
				\$0.00													

[Sorted by: Date]